Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 05808 301319Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
----------008099 301406Z /43
R 301000Z JUN 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 3333
AMEMBASSY ATHENS
AMEMBASSY ABU DHABI
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMCONSUL DHAHRAN
USINT BAGHDAD
USLO RIYADH
AMEMBASSY KUWAIT

UNCLAS TEHRAN 5808

USDOC FOR OIM/SAD AND CAGNE

ATHENS FOR RTDO

EO 11652: N/A
TAGS: BEXP, BGEN, BPUB, IR
SUBJ: TRADE MISSION BROCHURES

REF: (A) KUWAIT 3159; (B) USDOC 10154

1. POST HAS EXPERIENCED SOME OF SAME DIFFICULTIES AS NEIGHBORING POSTS WITH TRADE MISSION BROCHURES IN RECENT YEARS. COMMENTS PREVIOUSLY SUBMITTED IN CONNECTION WITH SPECIFIC TRADE MISSIONS ARE SUMMARIZED BELOW:
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TEHRAN 05808 301319Z

(A) TIMING: BROCHURES ARE NEEDED AT LEAST FOUR WEEKS PRIOR TO ARRIVAL OF MISSION AND PREFERABLY FIVE WEEKS.

(B) DELIVERY TO POST: IDEALLY ADVANCE PERSON WILL HAND CARRY BROCHURES. IF THIS NOT FEASIBLE, PRE-

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

FERRED METHOD IS APO (DOMESTIC POSTAGE RATES TO NEW YORK):

COMMERCIAL ATTACHE
AMERICAN EMBASSY, BOX 2000
APO NEW YORK 09205
FOR ( ) TRADE MISSION

SALES LITERATURE MAY ALSO BE SENT BY APO AS ABOVE. A TWO-WEEK TRANSIT TIME SHOULD BE ALLOWED (MAY WELL TAKE LONGER). AIR FREIGHT IS NOT REPEAT NOT ADVISED BECAUSE MATERIAL MAY BE DELAYED IN CUSTOMS EITHER BECAUSE OF NORMAL PROCESSING OR MISPLACING OF MATERIAL (ALL MATERIAL FOR ALABAMA IOGA DID ARRIVE PRIOR TO MISSION BUT THIS GOOD LUCK WAS UNUSUAL). INTERNATIONAL AIR MAIL IS NOT REPEAT NOT ADVISED BECAUSE BULK MATERIAL FREQUENTLY DOES NOT ARRIVE AT ALL, OR COMES BY SEA MAIL, DESPITE AIRMAIL POSTAGE, OR BECAUSE US OFFICE HAS NOT PLACED SUFFICIENT POSTAGE TO ENSURE AIR TRANSMITTAL.

(C) QUANTITY: TEHRAN NEEDS MINIMUM OF FOUR HUNDRED BROCHURES FOR EFFECTIVE PROMOTION AND PREFERS SIX HUNDRED (600).

(D) TRANSLATION: FARSI TRANSLATION FOR TEHRAN IS NOT ABSOLUTELY NECESSARY BUT IS DESIRABLE IF CIRCUMSTANCES
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TEHRAN 05808 301319Z

PERMIT. TRANSLATIONS CAN BE MADE IN MOST UNIVERSITY CENTERS IN US. IF MISSION IS GOING TO CITIES OTHER THAN TEHRAN, FARSI TRANSLATION IS NEEDED. MISSIONS WISHING TO USE BROCHURE IN BOTH IRAN AND GULF STATES WOULD NEED TWO EDITIONS IF TEXT IS TRANSLATED AS ARABIC VERSION CANNOT BE USED IN IRAN. (ALTHOUGH SCRIPT IS SIMILAR, THEY ARE NOT IDENTICAL AND IRANIANS WOULD BE INSULTED BY USE OF ARABIC TEXT.) TIMELINESS IS PRIMARY GOAL AND TRANSLATION SHOULD BE SHELVED IN INTEREST OF PROVIDING POST WITH BROCHURES AT EARLY DATE. POST NORMALLY PREPARES COVERING LETTER FOR MAILING WITH BRO-CHURES IN FARSI/ENGLISH WHICH PROVIDES COURTESY USE OF FARSI.

(E) CONTENT: UNDER NOT CIRCUMSTANCES SHOULD ANY KIND OF PROMOTIONAL/SALES LITERATURE CONTAIN REFERENCE TO QUOTE THE ARABIAN GULF. UNQUOTE ANY MATERIAL REFERRING TO QUOTE THE ARABIAN GULF UNQUOTE WILL BE CONFISCATED BY CUSTOMS OR IF IT ARRIVES BY APO COULD NOT BE USED BY THE POST. THE IRANIAN GOVERNMENT IS EXTREMELY SENSITIVE ON THIS ISSUE. ACCEPTED USAGE IS QUOTE THE PERSIAN GULF UNQUOTE OR QUOTE THE GULF. UNQUOTE.

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

FREQUENTLY USDOC SCHEDULES MIDDLE EASTERN
MISSIONS FOR ISRAEL/IRAN STOPS WITH PROMOTIONAL LITER-
TURE NOTING THIS FACT IN LARGE PRINT ON THE COVER OF
THE BROCHURE. ALTHOUGH THIS IS NOT COMPLETELY
UNACCEPTABLE IN IRAN AS IT WOULD BE IN OTHER PLACES IN
THE MID-EAST, WE WOULD SUGGEST THAT BROCHURES NOT COUPLE
IRAN WITH ISRAEL ON THE COVER (E.G. BUILDING AND CON-
STRUCTION TRADE MISSION JANUARY 1977).

(F) LOCAL DELIVERY: LOCAL DELIVERY IS EFFECTED
BY POST OFFICE OR MESSENGER (EMBASSY OR CONTRACT).
POSTAL DELIVERY TO WELL-KNOWN LARGE COMPANIES, GOVERNMENT
OFFICES, PO BOXES IS FAIRLY RELIABLE AND TIMELY. FOR VAST
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 TEHRAN 05808 301319Z

MAJORITY OF PRIVATE SECTOR COMPANIES, ESPECIALLY NEW FIRMS,
MESSENGER IS NEEDED. VOLUME OF ITEMS FOR TRADE MISSION
REQUIRES SERVICES OF CONTRACT MESSENGERS WHO ARE IN-
CREASINGLY DIFFICULT TO OBTAIN AND IN MANY CASES ARE
OF NO GREATER OR EVEN LESS RELIABILITY THAN POST OFFICE.

(G) LOCAL PRODUCTION: POST DOES NO RECOMMEND
LOCAL PRODUCTION OF BROCHURE. WHILE FACILITIES DO EXIST
COMPANIES REQUIRE CAMERA-READY COPY AND THREE-FOUR WEEKS
LEAD TIME. IN OUR EXPERIENCE COPY SUBMITTED HAS NOT BEEN
CAMERA-READY OR RECIEVED SUFFICIENTLY IN ADVANCE TO EN-
ABLE LOCAL PRINTING AND TIMELY DELIVERY. IN ANY CASE,
QUALITY OF LOCAL WORK IS POORER THAN AND PRICE HIGHER
THAN IN US.

2. SUGGESTION: BROCHURE FORMAT USED BY MID-AMERICA TRADE
MISSION NOVEMBER 1974 WAS ATTRACTIVE AND USEFUL. 8-1/2
INCH BY 3-3/4 INCH COVER WITH GRAPHICS FORMED AN ENVELOPE
WHICH CONTAINED SEPARATE PAGES ON EACH MEMBER. UNBOUND
FORMAT ALLOWED FOR ADDITION/DELETION OF MEMBER PAGES
UP TO TIMEOF STUFFING ENVELOPES AND ENABLE PROSPECTS
TO REMOVE SHEETS OF INDIVIDUALS THEY WISHED TO MEET AND
TO USE BLANK REVERSE SIDE FOR NOTES, ETC. USDOC MAY
WISH REVIEW THIS BROCHURE AND SUGGEST THAT FUTURE MISSIONS
USE SIMILAR TYPE.
SULLIVAN

UNCLASSIFIED

NNN

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 30-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TEHRAN05808
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770233-1129
Format: TEL
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977061/aaaaaaoz.tel
Line Count: 162
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 8ef67f72-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 KUWAIT 3159
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 16-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1990067
Secure: OPEN
Status: NATIVE
Subject: TRADE MISSION BROCHURES
TAGS: BEXP, BGEN, BPUB, IR
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/8ef67f72-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009